LOGICAL FALLACY PROJECT

For this project, you will select the media of your choice and create a presentation on the logical fallacies used in advertising.

Requirements

1. Select five to ten advertisements directed at a specific audience

2. Identify the target audience for the advertisements

3. Identify the logical fallacies used to deliver the message in each one

4. Identify the message of each advertisement

5. Describe how the message is meant to persuade the target audience

6. Summarize the overall message

7. What does this message say about a particular group in society?

Learning Objectives

To demonstrate your understanding of the fallacies that surround you

To demonstrate your understanding of the types of fallacies used in advertising (using specific examples or evidence to support your conclusions)

To analyze the messages delivered through advertisements

To share the responsibility of a group project

Your project will be graded using the following rubric:

	Exemplary in presentation and understanding **(3 points)**	Proficient in presentation and understanding **(2 points)**	Basic understanding **(1 point)**	**Total Points**
Examined the required number of ads				
Clearly identified the intended audience of the ads				
Accurately identified the logical fallacies in each				
Demonstrated an understanding and analysis of the message				
Provided examples or evidence to support conclusions				
Indicated how the message impacts members of society				
Presented information in a clear and concise fashion				
Contributed to the group project *				
			Total	

* If this project is done as a group, full group accountability can be graded.